

Market leaders in shipping, bulk fuels & gas supply, commercial fishing & horticulture in the Pacific region.

### Message from Reef Freight Manager- Rhys Tracy-Inglis

Welcome to the August issue of "Beyond The Reef". It is hard to believe we are now well over half way into 2010 and we will soon be amongst the madness of the Christmas rush!. It certainly has been a challenging year for many New Zealand businesses. Now is very much a time of re-evaluation and for prudent decision making within what is a tough economic environment. The last 18 months have encouraged many companies - by default or otherwise - to look into the product and service they offer, and ultimately their competitiveness in the market in which they operate. Reef Freight and the market we operate certainly falls under the umbrella of both challenging and competitive. I have been told that there are over 250 freight forwarders located at Auckland Airport Oaks alone. Granted, while it is a small percentage of these forwarders who operate in the Pacific Island market as we do, it certainly shows you need to be on your game at all times. One of the ways we do this is to focus on the service we provide to our customers. It is fair to say a lot of our potential customers are price driven and I have lost count of the number of times I have been asked what our best rate is. However it is not only rates that win a lot of our customers over, service is also a key driver. The team at Reef Freight, backed up by premium shipping services provided by Reef Shipping, strive to excel at service. Our aim is to lead by example. We treat each and every customer, whether they are shipping a box of personal effects or a commercial customer stocking up a key Pacific Island business, as the most valuable. Nothing beats a satisfied or returning customer and at the end of the day that is the lifeblood of many a business.

All the best as we head into the run to Christmas and we look forward to assisting with your Pacific Island freight requirements.

Manuia le Aso

### Reef assists Ha'apai Coastal Clean-Up

Reef Shipping recently supported a huge coastal clean-up initiative in the Ha'apai Islands of Tonga. The event was coordinated by New Zealand charity Sustainable Coastlines, who spent months in Ha'apai, working in schools and planning the event. The Ha'apai Group are isolated, low-lying volcanic islands which are unsuitable for building a landfill. The group set out to make an example in the community of how a waste management system could work using shipping containers supplied by Reef's ship *Southern Tiare*. The response from the local community was truly inspiring. Over 3,000 people (from a total population of 4,500 on Foa and Lifuka Islands) participated and 8 Reef Shipping containers were packed full of rubbish in one single day of volunteer work. The total waste, removed to a proper landfill on Nuku'alofa, was estimated at 50 tonnes. After the event, confirmation was given by the Tongan Prime Minister that a waste management system would be implemented in the Ha'apais. Many people were inspired by the project, which has now resulted in similar initiatives being planned in Vava'u and other islands in the Pacific. For more info on the event, photos and results, view the charity's website- [www.sustainablecoastlines.org](http://www.sustainablecoastlines.org).



Reef's commitment to an environmentally sustainable Ha'apai



The friendly team at Reef Freight :- Will, Vineti, Rhys, Serah, Sharon and Kava. To'alepai Lui Tautolo and Joan Moore are also part of the team at Reef Freight.

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### Forum Pacific to the Rescue

Two men were rescued off Niue by the ship Forum Pacific after stormy seas capsized their yacht last month. The American skipper of Anna, a 17m catamaran, and his New Zealand crewman were about 233 kilometres west of Niue when they set off their emergency locator beacon. An NZ Air Force P3 Orion located the men, one still on board Anna, and one in an inflatable dinghy, and watched over them until the Forum Pacific picked them up. Rescue Coordination Centre New Zealand (RCCNZ) spokesman Mike Roberts said the fact the beacon was GPS-enabled had greatly assisted the men's rescue. "We were able to accurately pinpoint the location of the vessel and send the Orion directly to the scene. Given the stormy conditions, the speed that we were able to reach the men made a huge difference to their safety," he said. The efforts by the crew of Forum Pacific and their care and hospitality for the two rescued yachties was highlighted in a letter of thanks to Reef Group from colleagues of the crew men. The team at Reef acknowledge and commend the Forum Pacific crew for a job well done.



The 17m catamaran *Anna*, prior to it's fateful journey off Niue



Forum Pacific, a welcome sight for the stranded yachties.

### Miss Reef Shipping excels at beauty Pageant

The recent Miss Tonga New Zealand 2010 contest was held at the Eden Park Function Centre and attended by 500 adoring family members and a wide cross section of Auckland's large Tongan community. The annual event showcases the beauty and grace of Tongan women. Reef Shipping sponsored young Tongan beauty Joan Corbett, this year, who was a crowd favourite but was pipped into runner up position. Malo e feinga Joan!.



Joan Corbett, Miss Reef Shipping with family and supporters

### Reef Shipping Sponsors Tonga Golf Open

The annual "Tonga Golf Open" held last month was once again a great success and well attended by participants from all over the Pacific including New Zealand and Australia. As "Gold Sponsors" Reef was well represented by Trade Manager Ewen Grant and Sales Agent Shelly Wright (thankfully in non playing capacity). In typical Tongan style, the prize giving was the best part of the event with a huge Pacific feast and flowing beverages. Congratulations to Mekinoti Mausia and Ve'a 'Aho the Best Gross Champion and the Best Nett Champion.



Reef' Shipping Trade Manager Ewen Grant presenting the prizes at the Reef Shipping sponsored Tonga Golf Tournament

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## Reef Group Receives a big tick in National Bank 's latest "Perspective Report"

### PLANNING ON GROWTH

GRAHAM TURLEY, MANAGING DIRECTOR, COMMERCIAL



We've seen that over the last two years business owners have had to become really involved in their businesses to make sure every element

is performing. For many owners there has been little time to reflect on what's next for their business, beyond just getting through.

As the cycle turns for the better, we're again seeing owners consider their options with more optimism. Indeed one of the pleasures of banking is being involved with people and businesses that make a difference in so many ways.

With this issue of Perspective, we consider some of the alternative growth paths a business could take, because let's face it, without a plan for growth of some kind, the future is not all that compelling.

You might like to start your reading with the article on growth planning – on page 2 – thought-provoking theory on when is the right time to begin new activity.

For some companies, a slow and steady growth path may be the right one, especially as the economic outlook is by no means settled.

For others, the opportunity to acquire strategic assets means growth can be more rapid.

Reef Group Limited is one of those companies investing for growth with its expanding shipping services from New Zealand and Australia to the South Pacific and now

the islands of the West Pacific. Like The National Bank, Reef Group's business has been built on strong relationships with customers and by providing support when they need it most.

Many businesses are positioning themselves to take advantage of stronger conditions. Prospective buyers are also returning, looking for top quality businesses with good growth prospects, and particularly those with an existing or potential export orientation. We consider what that might mean for owners.

At The National Bank, through our strong relationships with customers we understand the complexities of planning for growth. For more insight into what we can do to assist your planning, please talk to your Relationship Manager. ■

## Rarotonga Creative Centre Members are mobile again with Reef's assistance

After a recent holiday in Rarotonga, Thames Rotarian and mobility vehicle supporter Reg Parker was made aware by his local Rotarian colleagues of the fact that Rarotonga was in desperate need of a new mobility vehicle to transport people with disabilities, improve their access to amenities and enhance their lifestyles. It was a timely request as the Thames Rotary had a Mobility Vehicle it was looking to sell. This was subsequently made available and with the help of Reef Shipping, the new Mobility vehicle was delivered to Rarotonga last month. As Reg outlines, "The Creative Centre which is a day care facility for adults with impairment is delighted with the new acquisition and what this means for transporting those who have previously been limited in their movements. The bus has been sign written acknowledging the entities that made it happen, it is a great result of the way Rotary intertwines between Clubs and businesses for the benefit of others. The vehicle will be used every day thanks to the charitable contributions of Reef Shipping and the Cook Islands Government (in waiving duty and the VAT on the vehicle)" .



The new Mobility Vehicle proudly displayed outside Rarotonga's "Creative Centre" base

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### Reef Group Presence at Shanghai Trade and Investment Symposium

Reef Group's Mike Greer recently represented the company at the Shanghai Pacific Trade and Investment Symposium hosted by the Pacific Forum Secretariat who provided the funding for Reef to attend (given it's joint venture projects with the Niue Government). Mike presented to the audience of primarily Chinese business entrepreneurs and investors, an overview of the Reef Group operation with an emphasis on the noni and fishing joint ventures with the Niue Government. The presentation was preceded by a powerful 10 minute video presentation of Reef Group and it's key business units which was very well received by the symposium delegates.



Mike presents to Shanghai Pacific Trade and Investment delegates

### Aitutaki Wharf Crane begins Service

A new crane to service Aitutaki's expanding wharf demands was recently purchased by the Cook Islands Ports Authority, and delivered to Aitutaki on the Southern Express. Although the new crane can lift 28T, the long standing weight restriction of 18T in place due to Aitutaki being a road stead operation means that, the crane will stay significantly within its lifting capability. The new crane will be a welcome addition to the aging lifting equipment that has so ably served Aitutaki for many years, but been in dire need of improvement.



The new crane delivered by the Southern Express to Aitutaki

### RBF role in Vanuatu Millennium Project

Reef Bulk Fuels has played a key role in the completion of the five-year compact program between Vanuatu and the Millennium Challenge Corporation (U.S), to develop new transport infrastructure for Vanuatu worth US\$65m. RBF supplied all the bulk fuel requirements of both Downers and Flame Tree, the New Zealand and Fijian companies contracted to upgrade and improve Efate and Santo Islands once-ailing main road systems. The completed roads include the Efate Island Ring Rd and the Santo East Coast Rd. The dramatic improvement to the quality of the road systems is already benefitting rural agricultural producers and providers of tourist-related goods and services, and enhancing trade and movement of goods across Santo and Efate. The old Island ring road in Efate was notorious as one of the worse main arterial roads in the Pacific but it now rivals some of the best roads in the region. Both Downers and Flame Tree have appreciated the logistical and price competitive solution RBF has provided the respective companies in facilitating their successful completion of these significant projects. RBF is fast building a reputation as a cost effective bulk fuel supply option for major road improvement projects such as this, "RBF has demonstrated that the ISO model is a more practical, user friendly, and cost effective supply model for companies so reliant on accessing large volumes of fuel on a daily basis than local conventional fuel supply options", RBF Manager Geoff Gillott commented. RBF has once again reaffirmed its unique position in the supply of fuel to a host of consumer needs in the Pacific.



A segment of the Efate ring road, before, during, and after the project.



Downer's heavy equipment on it's way home on the Southern Fleur

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### Karlene returns from Maternity Leave

Reef Bulk Fuels and Lavagas welcomes Karlene Woodman into the team. Having previously managed Reef Freight (Reefs LCL division in Onehunga) Karlene has recently returned to work after six months maternity leave with her baby daughter Neve. Karlene now assists Geoff and the team selling various fuels and lubes around the Pacific. With a background in shipping, sales, and customer service, Karlene's addition to the RBF and Lavagas team enhances RBF's capacity and capability to build business to its maximum potential! Welcome back Karlene.



Karlene ,enjoying her new role with RBF based at Reef Building.

### More Pacific Art showcased at Reef Building



This month's exhibition at Okaiocanikart@Reef Gallery showcases the work of emerging and established New Zealand Pacific artists side by side. The exhibition *Haeri Mai o Okai* recreates within the gallery setting the openness of the ocean that connects each of the six artists together. Featured as part of this impressive exhibition are works by Fatu Feu'u, Dagmer Dyck, Mason Lee, Leua Leonard, Nestor Opetaita and Reuben Friend.

One of the works displayed as part of *Haeri Mai o Okai* exhibition

### Yet Another Reef baby!

Michael Jones and wife Maliena welcomed into to the world little Levi Jones. Levi was born on the 16th June, at a healthy weight of 8lbs exactly. Both Maliena and Levi are doing very well. A fun sweepstake was taken by the staff at Reef to guess the sex and weight of Michael's baby. This was won by Murray Bingham. It was noted that the majority of punters had picked a heavier weight for young Levi!...we wonder why?



Baby Levi

### Staff Birthdays Celebrated in June and July

- Geoff Gillot 6th June
- Claire Bennet 23rd June
- Ramsey Tomokino 27 June
- Vineta Cocker-Tofavaha 28th June
- Jason Ward 3rd July
- Tina Oldehaver 7th Jul
- Jacqueline McNicholl 17th July
- Justin Weir 27th July
- Karlene Woodman 29th July

